

DEWEY DAY PICNIC

KUPFRIAN'S PARK, TOMORROW, MONDAY, MAY 1,

BY

Division No. 1,

Ancient Order Hibernians

PROGRAMME.

50-YARD DASH FOR MISSES;
PRIZE, A BOX OF CANDY.100-YARD DASH FOR BOYS;
PRIZE, A FINE NECKTIE.RUNNING JUMP; PRIZE, A PAIR
OF SUSPENDERS.PRIZE DANCE FOR LADIES—A
PARASOL.PRIZE DANCE FOR GENTLE-
MEN—PRIZE, A STRAW HAT.TUG OF WAR—SUITABLE PRIZE.
ONE MILE BICYCLE RACE, FREETO ALL; PRIZE, PAIR OF \$3.00
SHOES.HORSE RACE—ONE-HALF MILE
PACING OR TROTTER, 2 IN 3;

PRIZE, FINE SET OF HARNESS.

HALF MILE RUNNING RACE, 2
IN 3; PRIZE, A FINE BRIDLE.THESE TWO PRIZES CAN BE SEEN
IN FORBES' WINDOW.

Half Mile Pacing Race Between Gonzalez's
"Blue Ribbon" and Turton's Unknown

Music by Barrios' Orchestra.

ADMISSION:

Adults, 25 cents. Children
under 12 years, free.

METHODS EMPLOYED BY STANDARD OIL OCTOPUS

Story of the Fight in Pensacola Against a
Local Concern About Ten
Years Ago.

The following account of the fight in gasoline and lubricating oils, between the Standard Oil Co. and The Pensacola Oil Co. in 1894, which appeared in a recent issue of the Tampa Times, will be read with interest in this city:

Ybor City, Fla., April 12, 1905.

As the Standard Oil Company will soon be up for examination a sample of how it beats its opponents may be in order, and I propose to give my personal experience of how it fights.

In the year 1894 the city of Pensacola had two oil yards, the Standard and the Pensacola Oil Company. Before the local company started the price was 25 cents per gallon for kerosene and all lubricating oils in proportion; all at the 500 per cent. profit mark. The fight commenced and the price came down to 16 cents in cases and 11 cents in barrels. The people had the benefit of the conflict and were pleased. The Standard made contracts with railroad and millmen at a fixed price for one year, for all sorts of oils, and binding the consumers not to buy from anyone else.

Fight Became General.

In 1895 I was employed by the Pensacola Oil company and the compounding of lubricating oils was commenced by it. Then the fight became general along the whole line of the oil trade. The legislature abolished the inspection of oils in Florida and thus opened this state as a market for the bad and dangerous oils driven home from England. That was a great surprise to many and no one could give any reason for it. A member of the house said to me that it was done to save the expense, and a senator said "as far as I could see it was done to move the man—the office was abolished to get rid of the office." The result was a rush of bad oil into the state at a reduced price. It was only required to beat the Pensacola company, and not because the oil was inferior and dangerous.

The next year, 1896, the Standard changed its local management—a change of generals is always made by the losing side. The Pensacola company shipped oil into Alabama, thus taking the war into the Standard's territory and proving that the oil sold in Florida was good by its standing inspection in another state. When the Alabama legislature next met it did not, like our own, abolish all test and inspection, but raised the fees and put the price three times as much on oil in barrels coming from Pensacola as on oil in tanks coming to the Standard. It was one cent per gallon on the rolling tank of the Standard and three cents per gallon on the Pensacola barrel. The people were getting good oil and cheap by the fight between the Standard and the Pensacola companies, and their legislature became an ally with the monster trust. With two cents on the gallon extra and a raise in the freight on barrels the Pensacola company had to retire and leave the field in Alabama.

Worked Home Market.

In 1897 the Pensacola Oil Company turned its full force on the home market and published a statement proving that the citizens and people of Escambia county had saved on their oil bill for the past year over \$30,000 and claiming credit for the same. A reaction set in and out of forty-two merchants, distributing oil the Pensacola company had 36, leaving the Standard only six and they were bound by contract. By this fight the Standard was compelled to reduce the price of oil to 5 1/2 cents per gallon. The Standard again changed its local management and cut off the supply of oil from the Pensacola company. The Pensacola company was supplied by an independent oil refinery at 3 cents per gallon f. o. b., and the freight was about one and a half cents. In all it stood in the storage tanks about 5c. And although the Standard wagons were hawking it around the city at 5 1/2 cents, the merchants would not buy.

For about two months we did a good trade and got a little proud of our success, and as "pride goes before a fall" we fell into a trap and were caught and killed. The consumption had increased so our stock of oil had run down, and two rolling tanks of 60,000 gallons each were ordered and shipped to Pensacola. They got lost on the way. Mail, telegraph and telephone were used, but no trace or tidings of the lost tanks could be found. The last gallon of oil was gone from the warehouse and a friend got a supply—subrosa—from the Standard for us in barrels. But every barrel was short from three to five gallons of oil—that is, they were marked 54 gallons and held only 50 or 49. We learned a new trick and paid for it. We had to pay the merchant and he paid the Standard for oil that was not. It would pass, did pass, and is passing every day, and very seldom discovered, and then when found out it was only "a mistake." That fraudulent marking is pretty common in the oil trade.

Standard Won Out.

When the Standard had returned to the Standard and expressed his sorrow for ever being so foolish as to leave and promising not to do so any more, the lost tanks were found and came home to Pensacola. They were somewhere in Alabama, and as that is an Indian word, any means "here we rest," and there they rested until the Standard won and our company thought that they would also rest from the kerosene trade. The next fight was on the lubricating oil, and we had the advantage on that line as we could please the customer, for every engineer has his own fancy of color and consistency. We made from sewing machine to "heavy marine" oil while the Standard had it shipped in and, like cannot goods, you did not know what you had until it was opened.

A good trade was done by our com-

pany in gasoline and lubricating oils. An agent from the Standard came and offered to buy out the company, land, warehouse, stock, tanks and kettles. The place was measured, the tanks gauged, an inventory was made of everything and a price was set on all by the company. The agent offered within 5000 of the price. The agent went back to report to the Standard and never returned, but soon after his departure, someone got into the office by night and opened all the faucets and valves of the five storage tanks and let their contents run into the creek and on the bay.

Plate Burned Down.

After that the place was closed for a few weeks. Then a man from Alabama came and rented a part of the warehouse. He had a grist mill inside and his engine outside the fence. The tanks and all the plant was still there and rented by a Pensacola man, who intended to make lubricating oils in the place. The whole thing was burned down on a Saturday night. The compounding shed and the kettles were saved by the fire brigade. The kettles were bought and the shed rented by a retire brick manufacturer. He had some old-fashioned ideas of honesty and honor, the most unfit man in the world to fight or even skirmish with the Standard and its system—the most perfect ever devised by man for crushing to death all opposition. He went to the Standard and told them what he was going to do, and was told that it would be all right, and that they would sell him the necessary material cheaper than any other company. He gave them the order and it was three weeks before he got the goods C. O. D., and on that same morning they had a notice published in the newspapers that they had made a great reduction on lubricating oils. They had closed contracts even for five gallons with everyone that had a wheel turning in the whole district.

This fight with the Standard on the machine oil trade developed by my partner, but suspected by myself. The material he bought from the Standard was a crude vaseline or "light colored" stock, and what was delivered and paid for was "black stock," a color disliked by all marine engineers. The Standard said "he did not particularly mention the color, and the mistake was on our side." The engineers were suddenly converted like Paul. They all tried samples and our oil was very highly praised, and put to every test by them, and orders were given and filled. We took the greatest care to produce the best and sold it at 40 and 45 cents per gallon, while the Standard charged 85 cents. The engineer must be satisfied, always, or an order will be given to deliver no more.

Tampered With Engineers.

We were met everywhere by the contracts with the Standard. Some of them were old and about to expire, but all with consumers, as the Standard never thought of the small fish until we started in 1900, and then it picked up everything. The cotton compress company came and wanted a special oil not made by the Standard and Mr. Tomlinson, the manager, gave me the particulars of it. It was used inside the compress, should stand 160 F., and not injure the rubber washers of the press. After experimenting for two days I found the compound and it stood 180-F., and we got the order, which made us feel good. But it brought on a sharp fight, and we felt the effect of the "golden oil" used by the Standard. The men in charge of the engines would mistake the number of our telephone and call up the Standard, and order a barrel of oil, when they wanted the new Pensacola oil company. One man used our sample on one axle and the Standard on the other for days, and in the end sent us an order by telephone. The manager of the Standard saw him and he countermanded his order as the barrel was leaving our yard. A big sawmill man had our oil tested by his engineer and it gave great satisfaction, and promised us the next order. He left town for a few days, and his engineer ordered a double supply from the Standard in his employer's absence.

Can Move the World.

There were two or three printing and newspaper offices that used gas and they were supplied with oil by the Standard company. I had all the formulas and compounded for years the oil used by them. When seeking for their trade I found that the manager of the gas company had supplied them with oil, and I was referred to him. I was after testing a sample of the oil he sold them at 85 cents per gallon, and I offered to supply him with better oil at 45 cents. He looked surprised and exclaimed, "How can you compete with the Standard that digs it out of the earth?" So much for his knowledge of oils. An engineer used our oil one month. He was old to do so by his employer, and if it was good to give us an order, as he wanted to encourage home manufacture. He did give an order, but it was to the Standard, and declared that he could not ring us up and he wanted oil. While the machine oil was coming down the Standard put up the kerosene, and what it lost on one it more than made up on the other. I am today paying 20 cents per gallon for bad oil, that may explode any moment, and only worth but 10 cents. After fighting for one year my partner and self decided to retire and let the Standard have a free field until some great change will stop it from fleeing the very poor as well as the industrious. Every cabin lamp and every wheel that turns pays toll to the Standard. It can command representatives and senators as well as engineers by the judicious use of its "golden machine oil"—it can move the world. Our present legislature dare not appoint an oil inspector for the state of Florida.

CHAS. P. LYNCH.



Annie Oakley,

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"Herpicide is a delightful preparation that fulfills the claims made for it, and no lady's toilet is complete without it. I highly recommend it to my friends."

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Newbro's Herpicide is a scientific germicide and prophylactic for the hair and scalp; it destroys the germ or microbe that causes dandruff, itching scalp and falling hair, after which the hair will grow as nature intended. Extraordinary results follow the use of Newbro's Herpicide.

If your hair is dull, brittle or lustreless, don't wait until it begins to fall, but save it with Newbro's Herpicide. In addition to its wonderful medicinal qualities, Newbro's Herpicide is the daintiest and most delightfully refreshing hair dressing available. The first application proves its goodness. Try it.

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